



FOR IMMEDIATE RELEASE

Starfish transport stream processing simplifies workflows, enhances quality and optimises cost-effectiveness



NAB Show 2023, 16 – 19 April, Booth N2966: Starfish Technologies, a pioneer in transport stream processing, will use its NAB presence to highlight how its innovative software products can deliver valuable functionality and support new revenue opportunities. Starfish software is now installed in more than 1,000 live channels around the world.

Central to the Starfish philosophy is to simplify workflows and avoid re-encoding live streams wherever possible. Its TS processing products are scalable from single channel to high density installations running on generic COTS hardware.

Typifying this philosophy is the TS Splicer, for clean switching of encoded transport streams including MPEG-2, H.264 and HEVC/H.265. It is used for replacing live content for localisation, adding and removing ad insertion markers, processing parental control identifiers, and adding channel logos. It also supports SMPTE 2022-7 for seamless input protection of redundant source signals.

“Our products are developed to meet the real needs of users, which is why we have so many satisfied customers” said Peter Blatchford, CMO at Starfish. “Conversations at NAB are very important and this year we are also looking for partners to work with us and help define the full feature set of our latest development, the Vinyasa Origin Server, a cloud based streaming media delivery technology.”

For more information go to www.starfish.tv.

###

About Starfish Technologies

Starfish Technologies Limited has an excellent reputation for supplying innovative software solutions to an impressive list of international TV broadcasters and media companies.

Starfish has developed a wide range of technology for; Transport Stream splicing and processing, advertising insertion, regional programme replacement, media transcoding, opt-out signal decoding and Audio Description.

With this broad software expertise and sophisticated systems design experience, Starfish is ideally suited to build automated systems for media suppliers across a wide range of applications.

Headquartered in Reading, UK, Starfish Technologies is an ISO 9001 registered company. Further product and press information can be obtained at www.starfish.tv.

Company contact:
Peter Blatchford
Email: pete@starfish.tv

Press contact:
Kara Myhill
Manor Marketing
Email: kara@manormarketing.tv